

33^{of} 100**Lodi
Matsetela**

Here to be Creative

**Building platforms
where African stories
can travel:** Ensuring the
continent's untold stories
reach wider audiences.

Some storytellers tell stories, others build the platforms that allow stories to travel. Lodi Matsetela has spent more than two decades doing both.

A celebrated pan-African creative leader, multi-award-winning filmmaker, executive producer and narrative architect, Lodi has built a career at the intersection of film, media, creative technology and social transformation. Her work is driven by a belief that African stories deserve not only to be told, but also to be supported by the investment, infrastructure and access needed to reach audiences.

Her journey includes 17 years as Founder and Managing Director of Puo Pha Productions, where

she and business partner Vincent Moloi built a production house known for ambitious storytelling and memorable television. The company's work has reached audiences across South Africa and beyond, with productions screening on international networks and at prestigious festivals, including the Toronto International Film Festival.

Among her acclaimed credits is Tjovitjo, the award-winning drama series that earned multiple South African Film and Television Awards nominations and wins. The series demonstrated Lodi's ability to combine compelling storytelling with the realities and complexities of contemporary South African life. Her work has also extended to productions including Society and Justice Served, as well as a second Netflix drama series currently in production.

Perhaps her greatest contribution lies in the stories that have not yet been told. Lodi has consistently gravitated towards narratives, recognising that some of the most powerful voices are often those which receive the least attention. In doing so, she has helped expand representation within the creative sector.

Her influence extends beyond production. At Wits University's Tshimologong Precinct, she contributed to major continental initiatives including Digital Lab Africa and the Afrique Créative Consortium, helping connect creativity, innovation and enterprise across the continent.

A Howard University MFA graduate and former lecturer, Lodi brings an unusual combination of artistic insight and strategic thinking to the creative economy. She understands both the craft of storytelling and the structures required to sustain creative talent. Increasingly, that means preparing the next generation for an industry being

reshaped by digital transformation and artificial intelligence.

Her work now stretches between South Africa and the United States, where she is building partnerships capable of taking African narratives beyond traditional borders, languages and assumptions without compromising their authenticity.

For Lodi, the future of African storytelling is not simply about producing more content. It is about building an ecosystem in which more African creators can create, lead, collaborate and thrive.

**Your
story
matters**

